

AMA CHICAGO PRESENTS

CMO Smart

Wednesday, August 29, 2018 | 5:30 to 8:30 p.m.

The CMO Survey

SPONSORSHIP OPPORTUNITIES

CMO Smart is an exclusive first-hand look at new data from The CMO Survey, the leading-edge survey of national trends predicting the future of markets, tracking marketing excellence, and improving the value of marketing since 2008. Top Chicagoland CMOs will join the conversation with Dr. Christine Moorman, the study's lead researcher and senior professor of Duke University's Fuqua School of Business. The event includes a networking reception, a presentation, Q&A and discussion.

PLATINUM SPONSOR - \$10,000 *Limited to 1 sponsor*

Pre- and Post-event Marketing

- Emphasized logo in dedicated, pre- and post-event emails with link to the sponsor's website
- Emphasized logo on AMA Chicago's CMO Smart webpage with link to the sponsor's website
- Company video (provided by sponsor) on CMO Smart webpage
- Minimum of 10 social media mentions (Facebook, Twitter and/or LinkedIn) from contract signing through the day of the event

At-event Promotions

- Recognition and thank you at introduction and close
- 1-minute live pitch and/or video at beginning of conference
- (1) 6-foot exhibit table in the happy hour/networking room
- 4 attendee passes
- Emphasized logo on name badges
- Company materials can be shared on chairs before conference opens
- Emphasized logo on welcome screens looping in main auditorium

IN-KIND PREMIUM SPONSOR - \$1,200 VALUE *Limited to 3 sponsors*

Pre- and Post-event Marketing

- Logo in dedicated, pre- and post-event emails with link to the sponsor's website
- Logo on AMA Chicago's CMO webpage with link to sponsor's website
- Banner ad in AMA Chicago e-newsletters pre-event
- Minimum of 5 social media mentions (Facebook, Twitter and/or LinkedIn) from contract signing through the day of the event

At-event Promotions

- Provide a gift (\$12-\$16 value) for attendees that is co-branded with AMA Chicago. *Gifts valued at \$12 will be given to the first 100 attendees, \$16 to the first 75.*
- Recognition and thank you at intro and close
- (1) 6-foot exhibit table in the networking room
- 2 attendee passes
- Logo on welcome screens looping in main auditorium

EXHIBITOR SPONSOR - \$300

Pre-event Marketing

- Logo in dedicated, pre-event emails with active link to the sponsor's website
- Logo on AMA Chicago's CMO webpage with active link to the sponsor's website

At-event Promotions

- Recognition and thank you at introduction and close
- (1) 6-foot exhibit table in the networking room
- 2 attendee passes
- Logo on welcome screens looping in main auditorium

Contact Alex Montgomery to reserve your sponsorship
alex@chicagoama.org or 312-280-0449

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